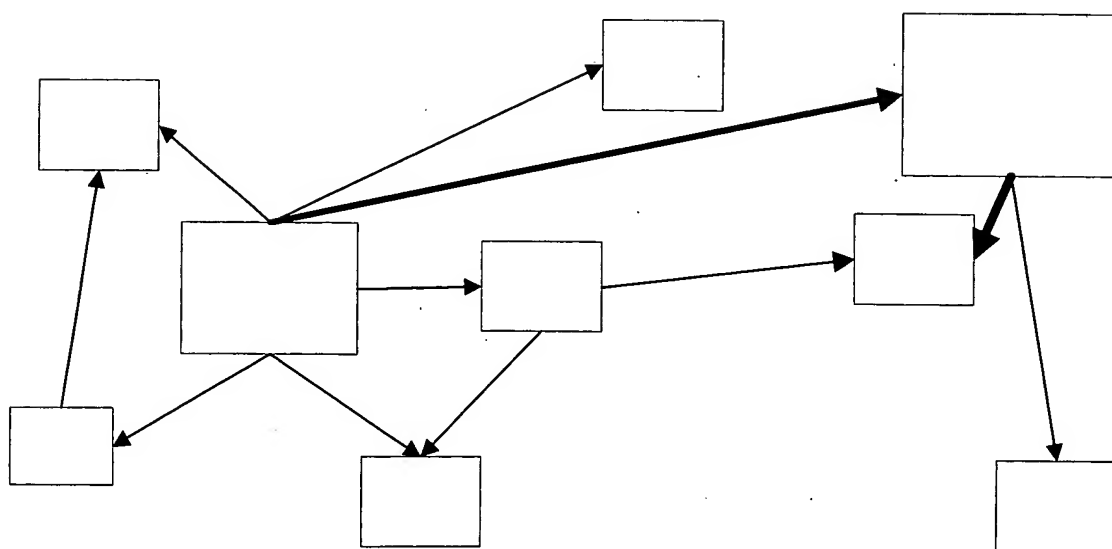
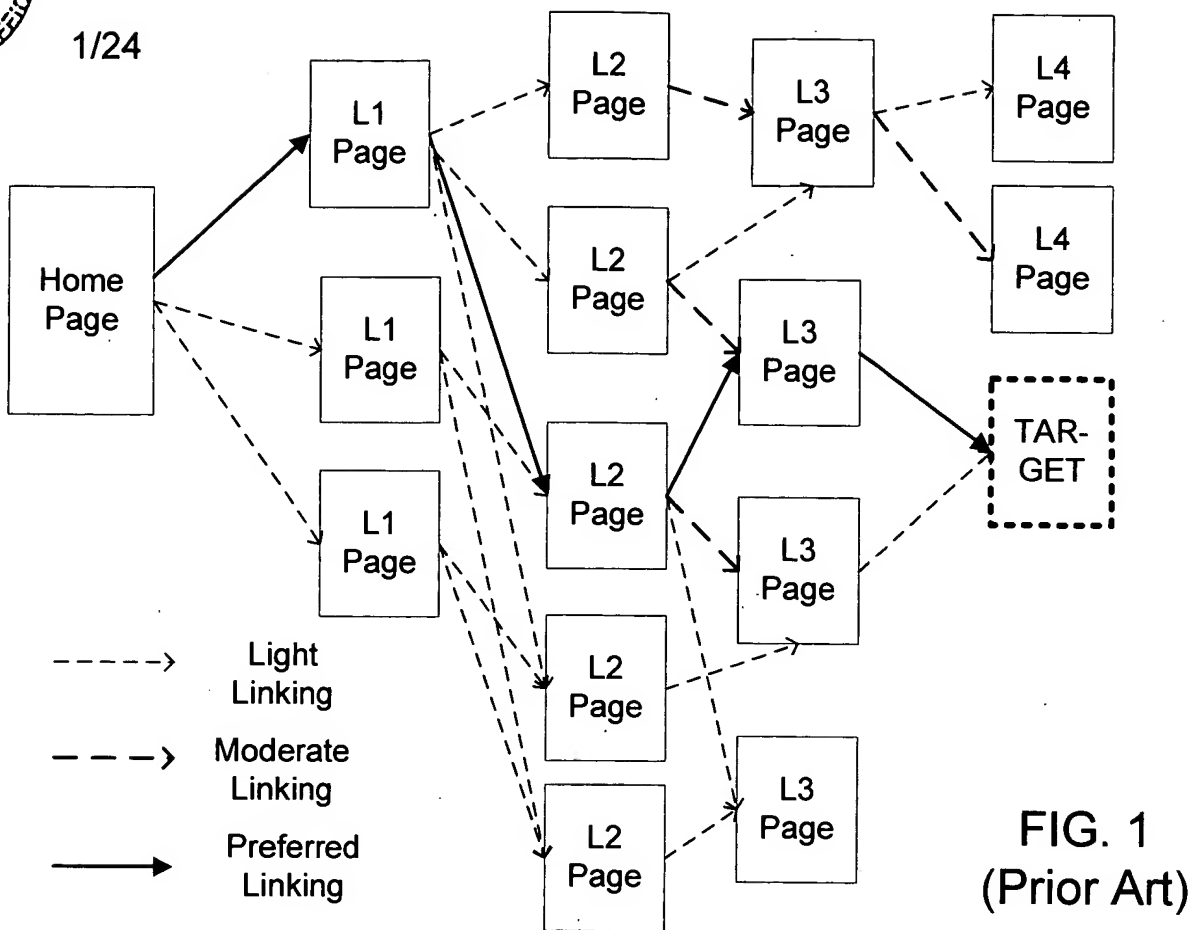


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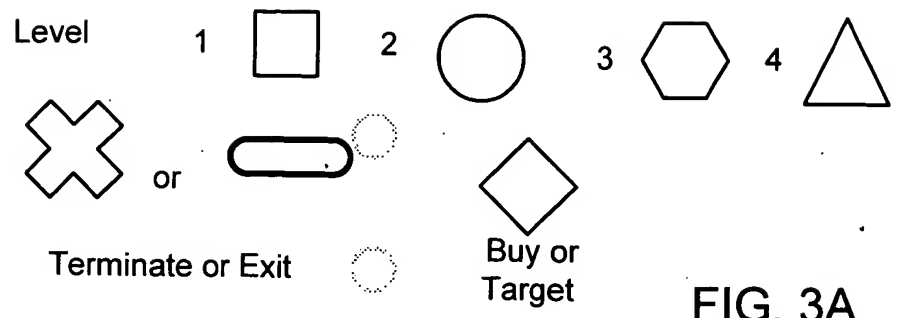


FIG. 3A

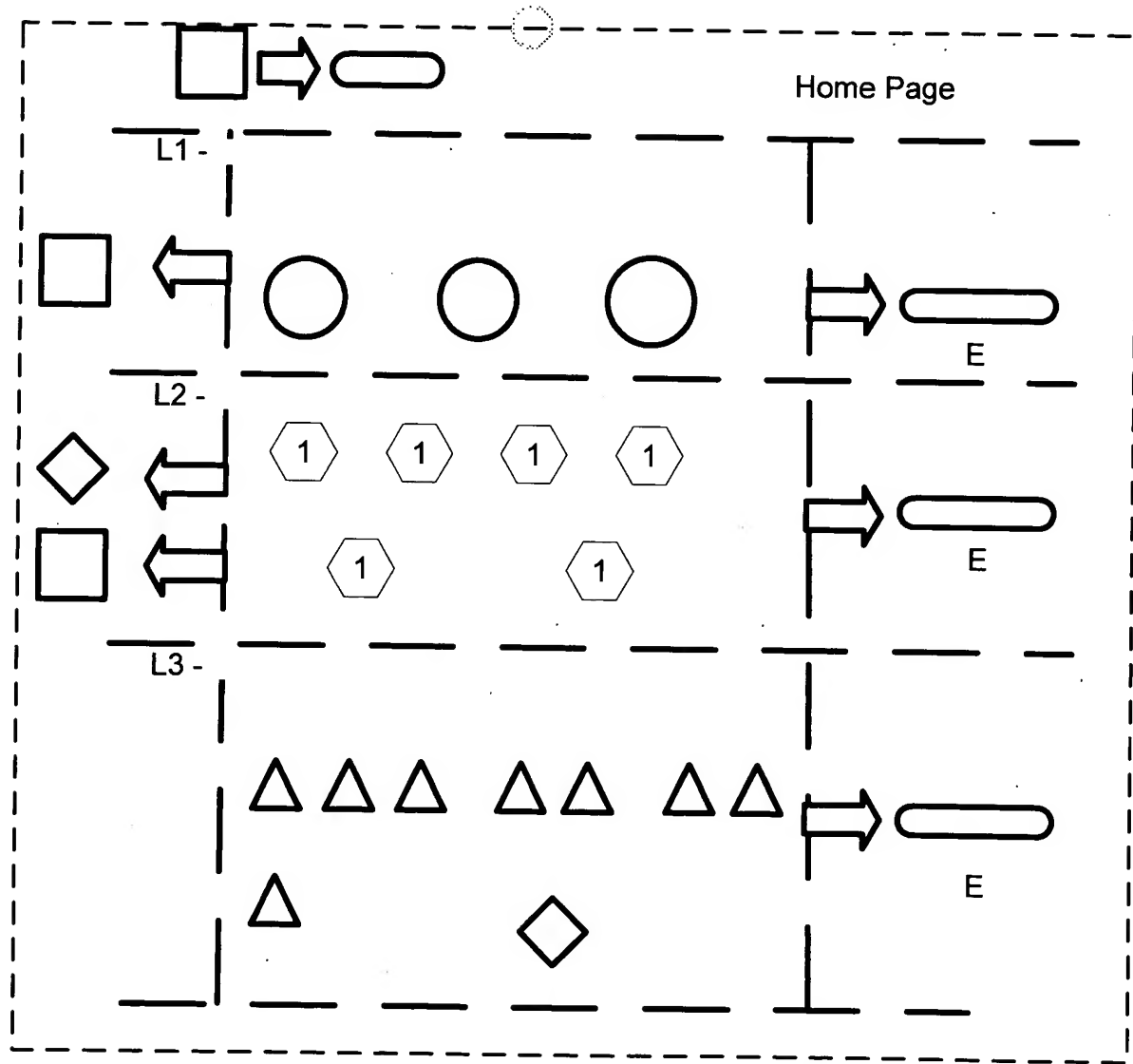


FIG. 3B

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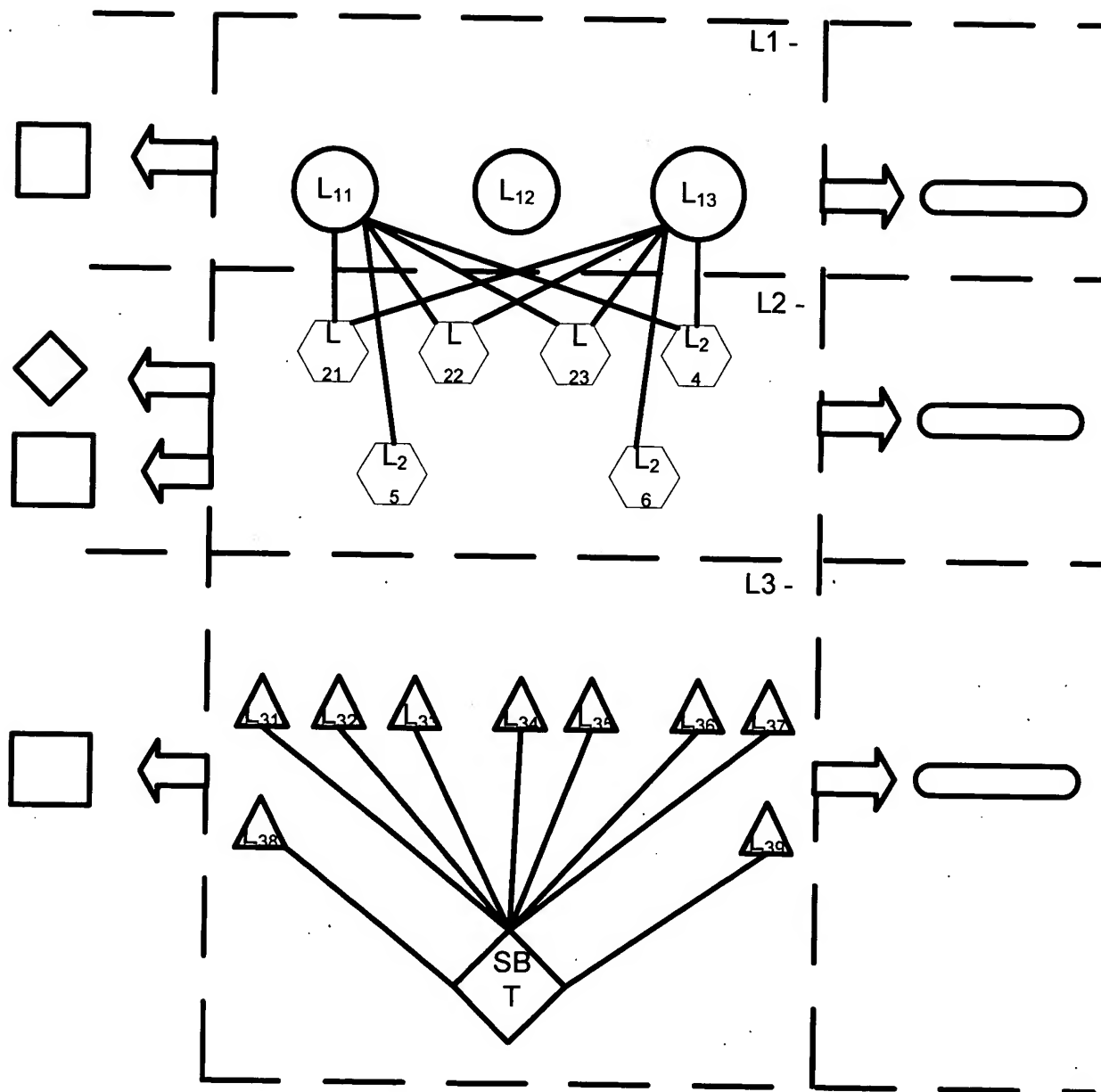
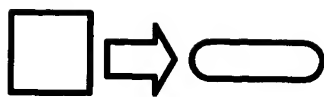


FIG. 3C

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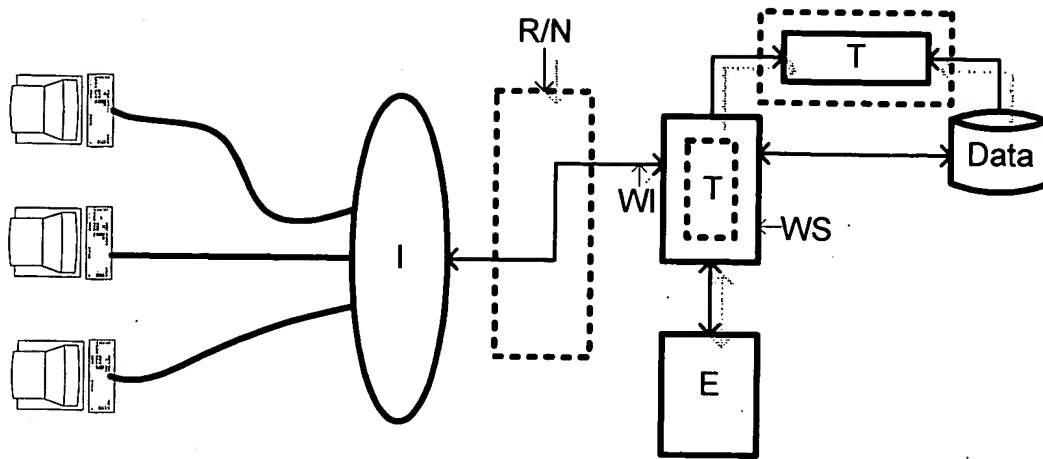


Fig. 4A

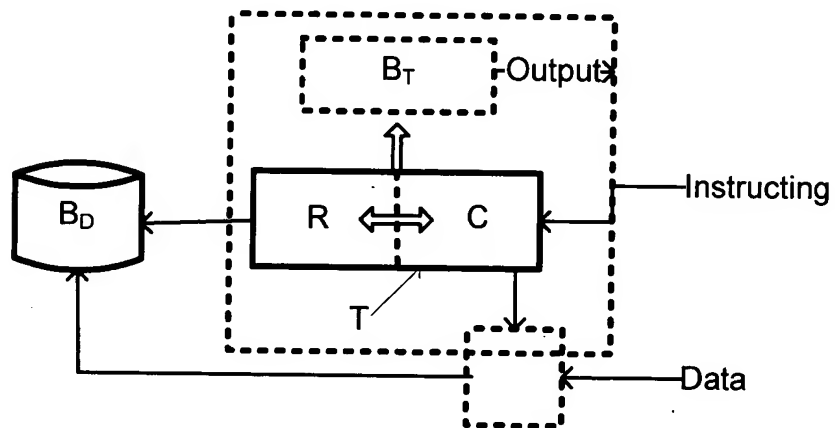


Fig. 4B

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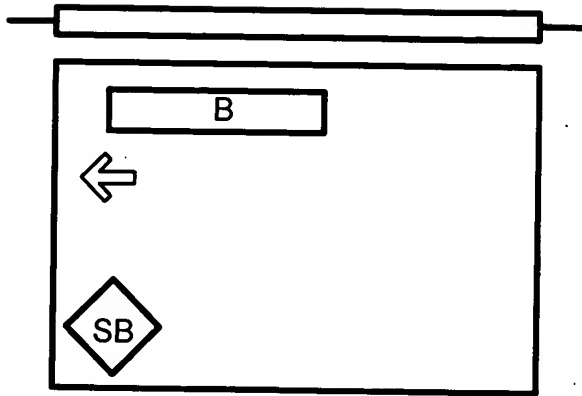


Fig. 5A

$t_{x1}$

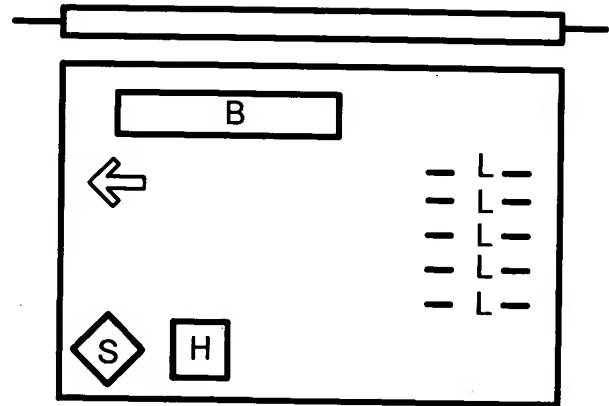


Fig. 5B

$t_{x2}$

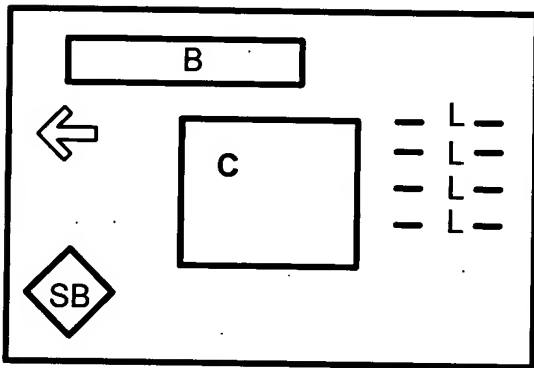


Fig. 5C

$t_{x3}$

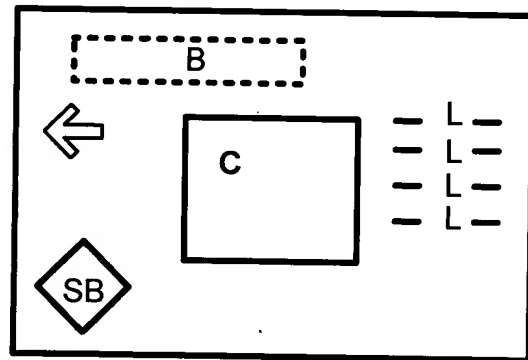
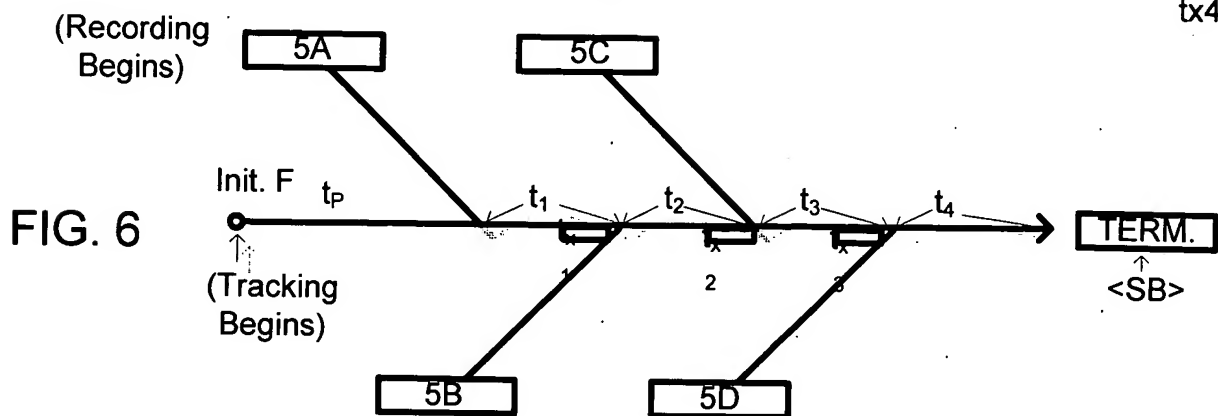


Fig. 5D

$t_{x4}$



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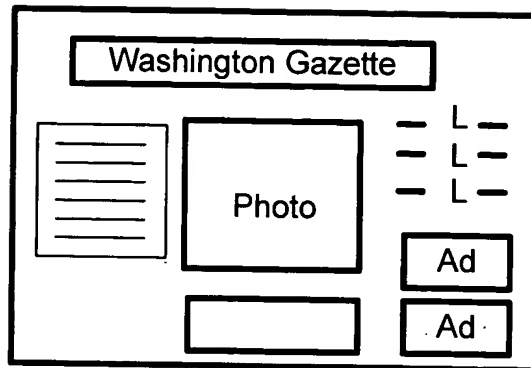


FIG. 7A

In order to read this story,  
please enter the following info:

Zip:

DOB:

Previous Visit:

Your information will only be  
used to improve our site.

FIG. 7B

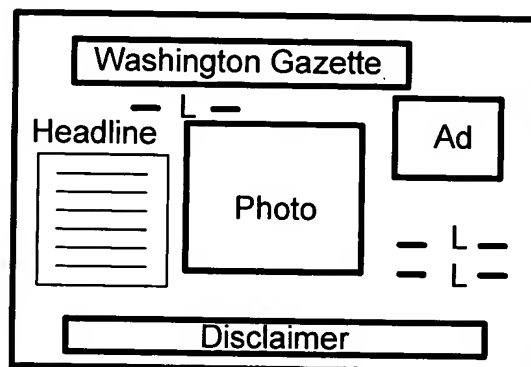


FIG. 7C

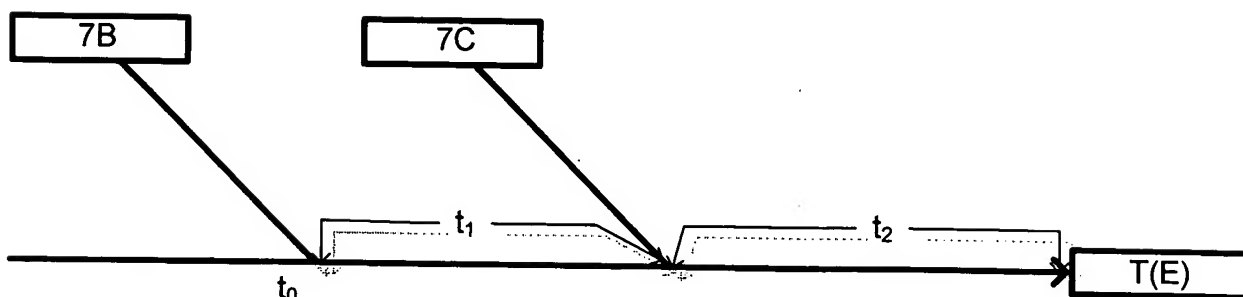


FIG. 7D

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(AGE) (ZIP)		INFO 1 INFO 2												TE	
INDEX	1			L	t <sub>1</sub>	L	t <sub>2</sub>	L	t <sub>3</sub>	L	t <sub>4</sub>			2    17	
01	10038	35		2	5	6	3								
02	10725	54				1	7	2	6	3	7	4	9		5
03	20008	39		3	55										
04	97533	13													

FIG. 8A

INDEX INFO					T <sub>E</sub> Total Every Time Category	
INDEX		L <sub>1</sub>	L <sub>2</sub>	L <sub>3</sub>		TE Sale Exit Exit SB SB Sale
3 7	Yes	D →				
↓	↓					

↑  
Avg.

FIG. 8B

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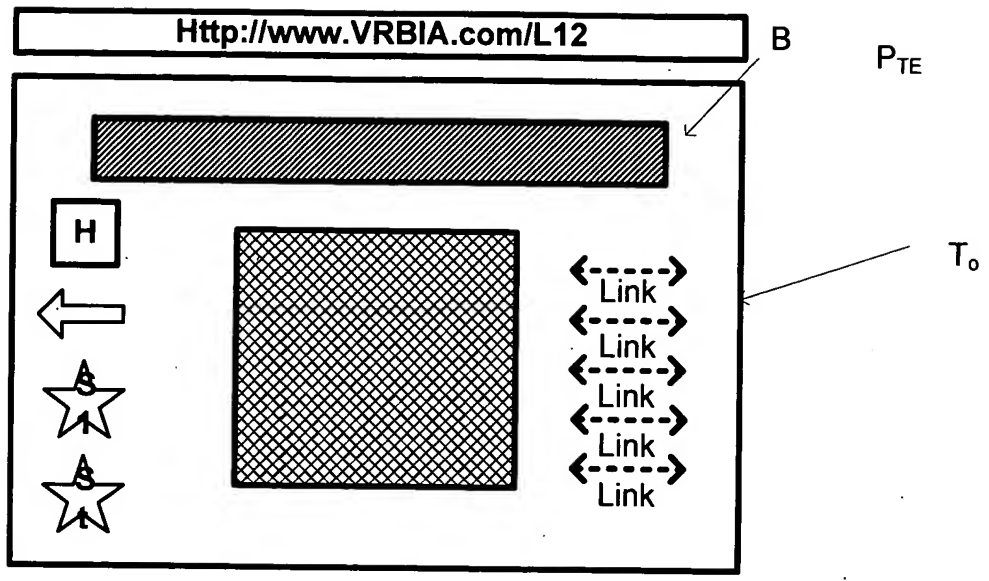


FIG. 9A

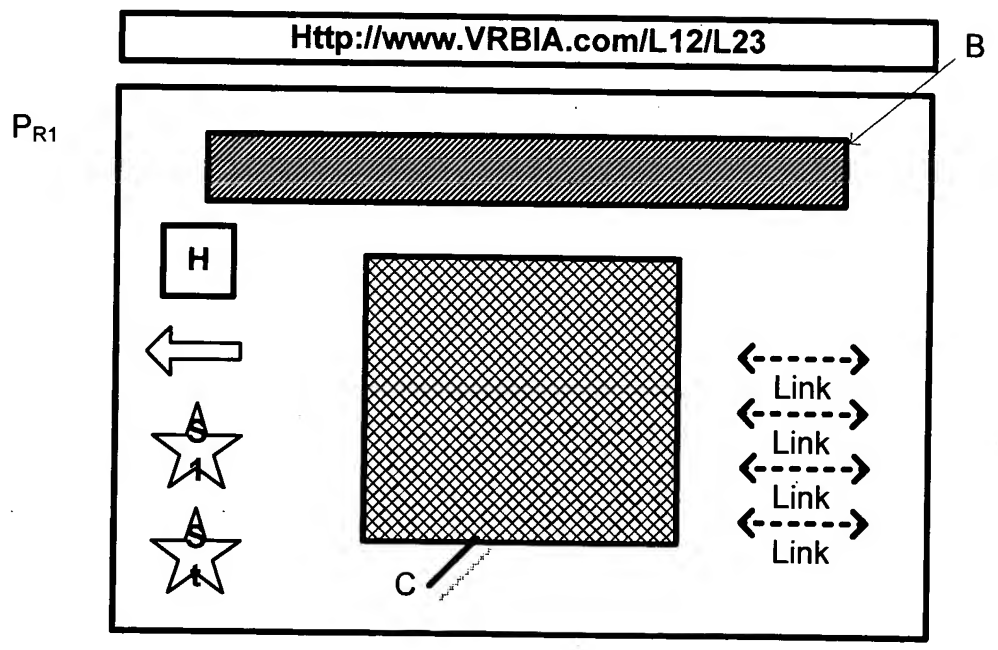


FIG. 9B



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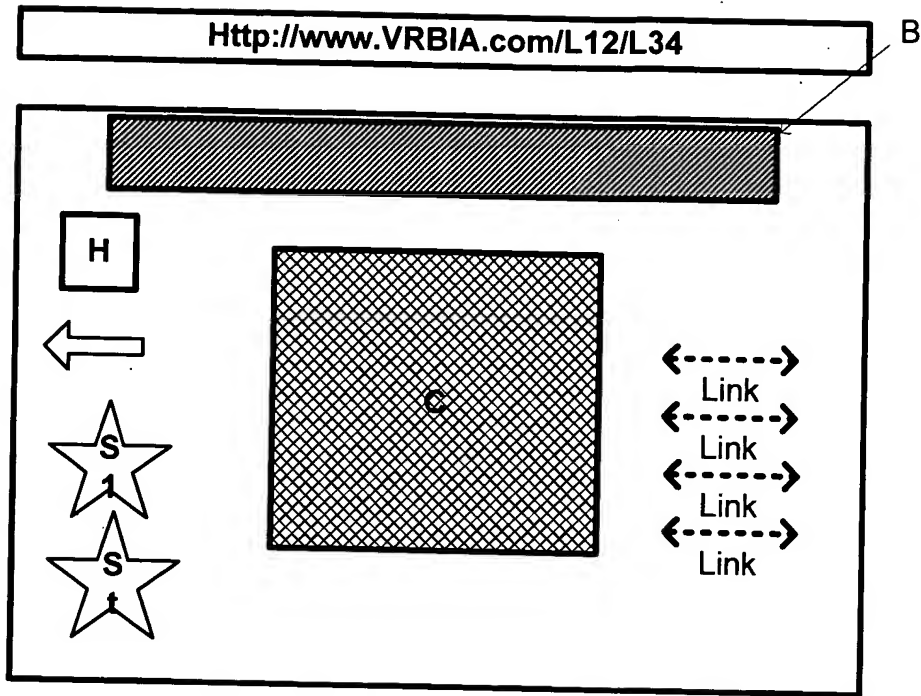


FIG. 9C

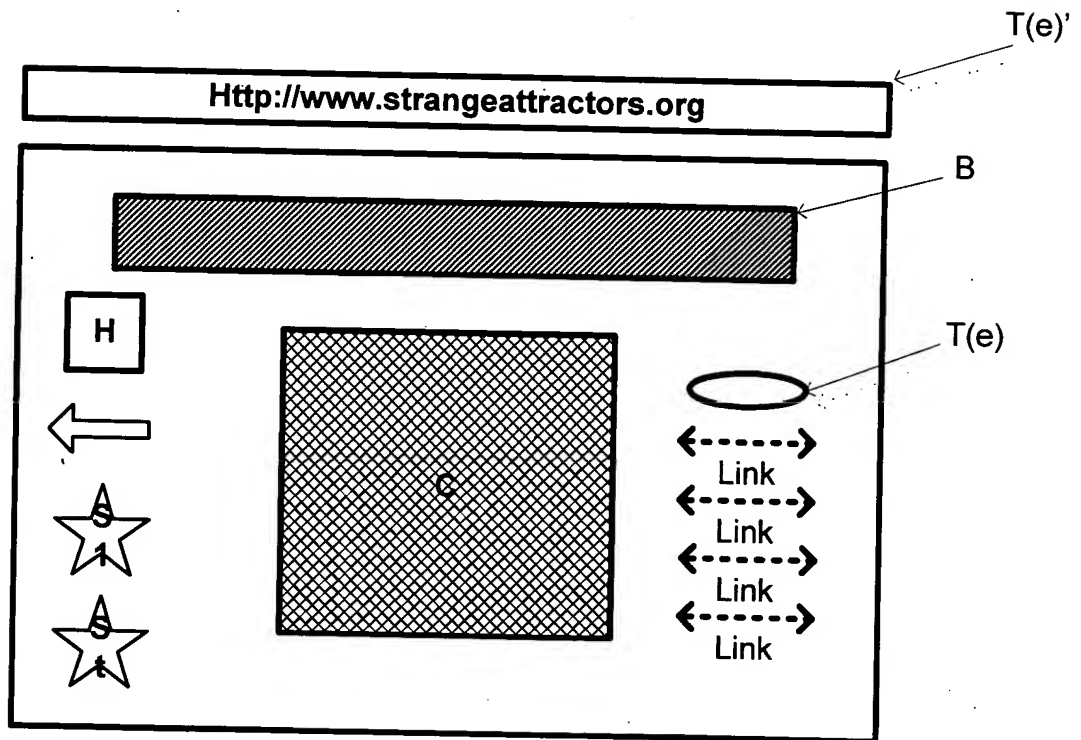


FIG. 9D

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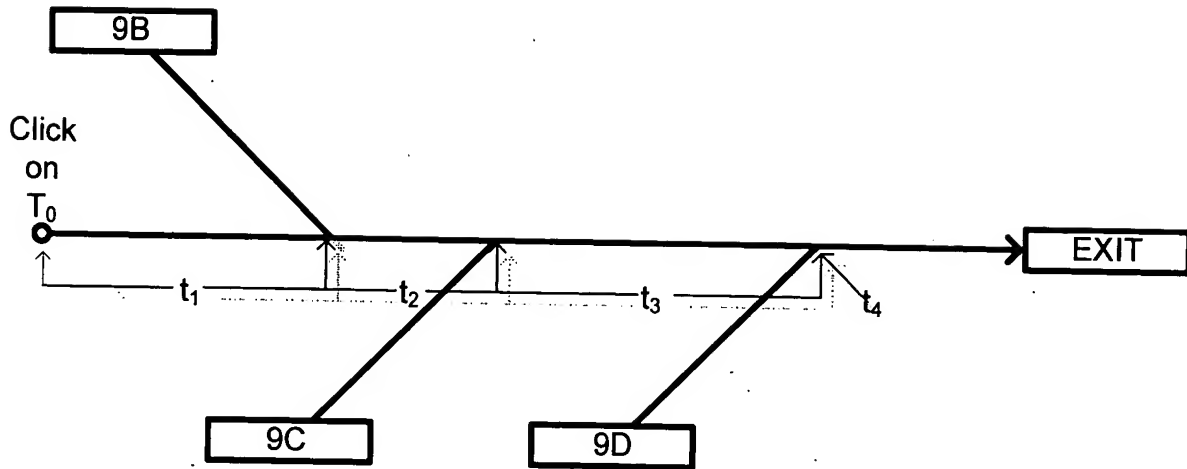


FIG. 9E

Link 1									
	$O_1$	$t_1$	$O_2$	$t_2$	$O_3$	$t_3$	$O_4$	$t_4$	Ev
	127415	5	9B	4.2	9C	1.7	9D	1.2	Ex

FIG. 9F

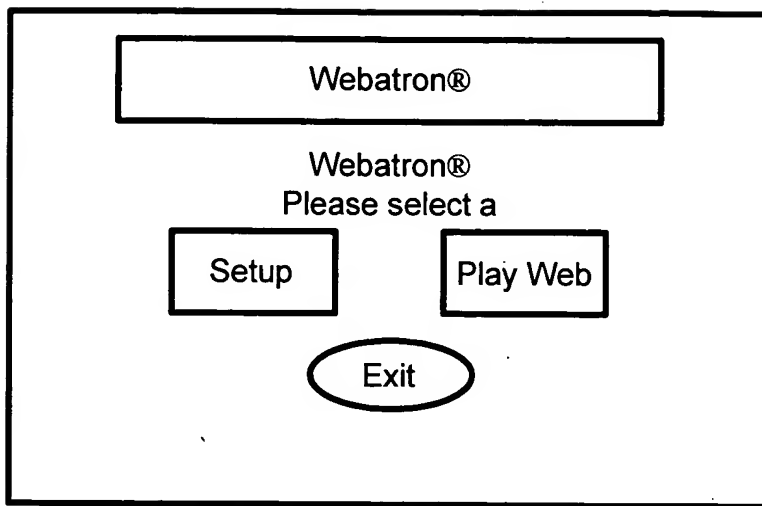


FIG. 10A

FIG. 10B

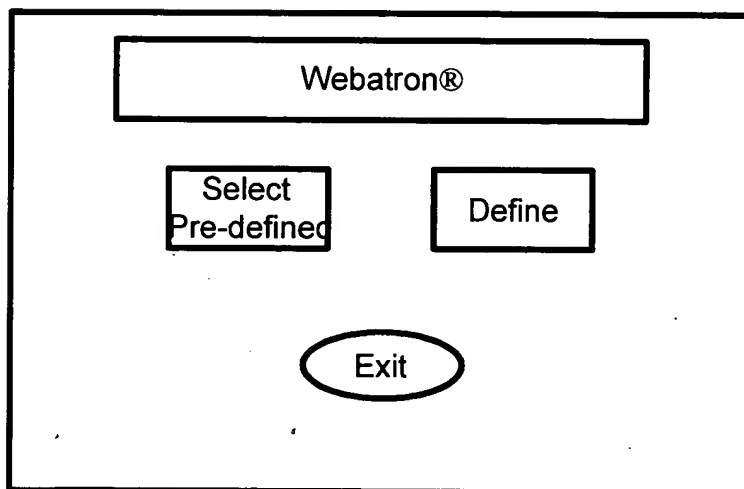
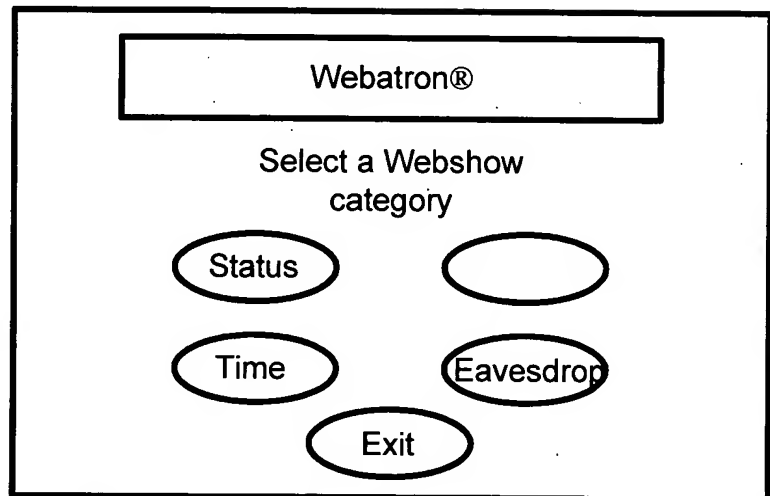


FIG. 10C

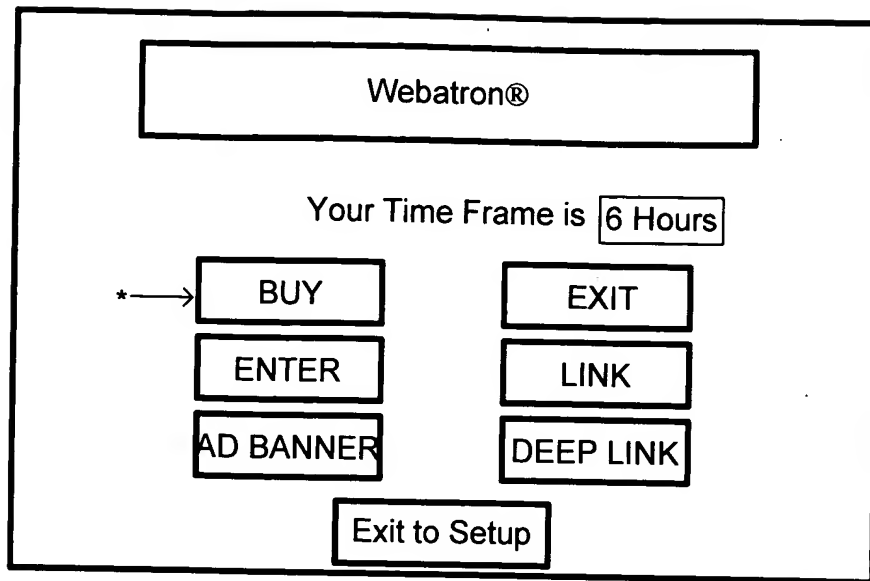


FIG. 10D

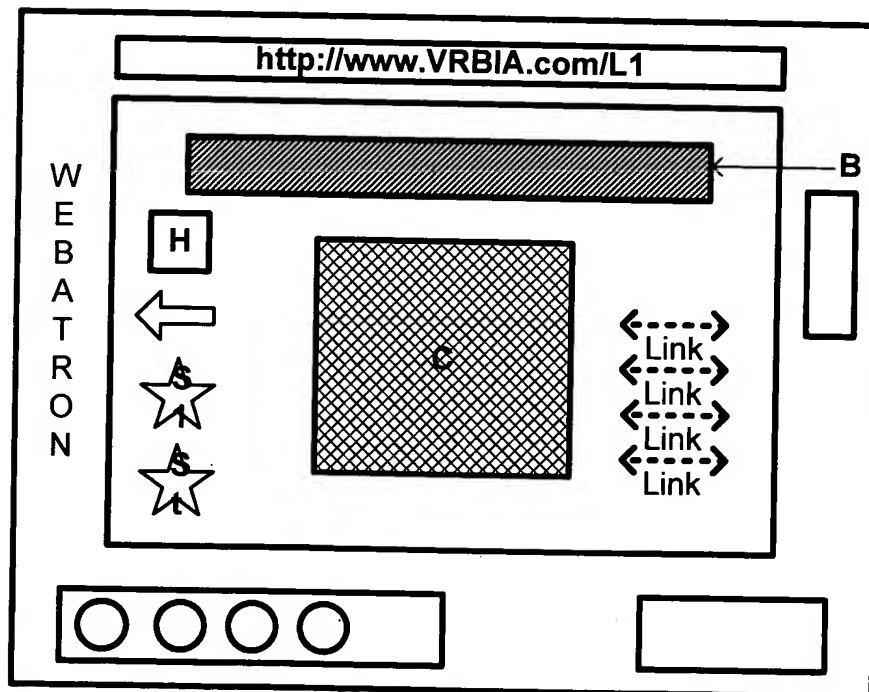
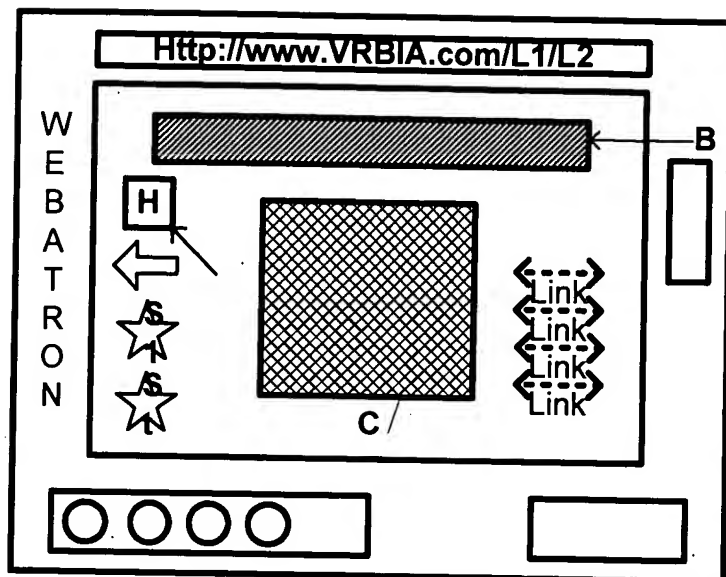


FIG. 10E

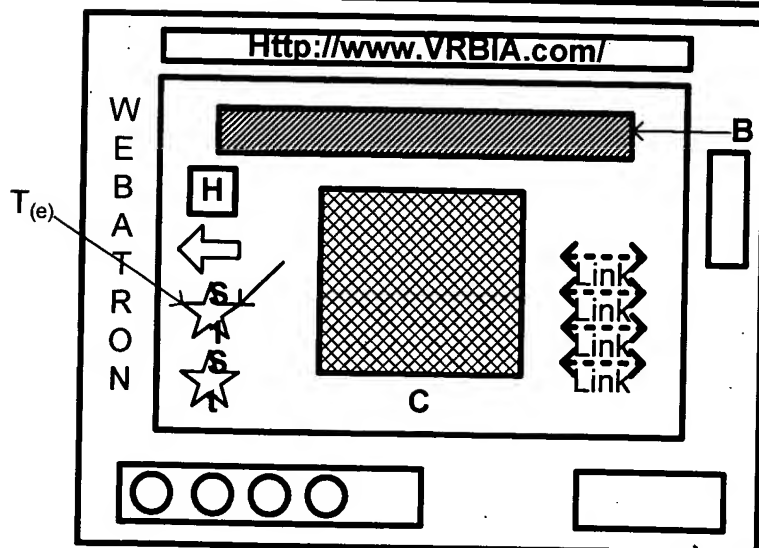
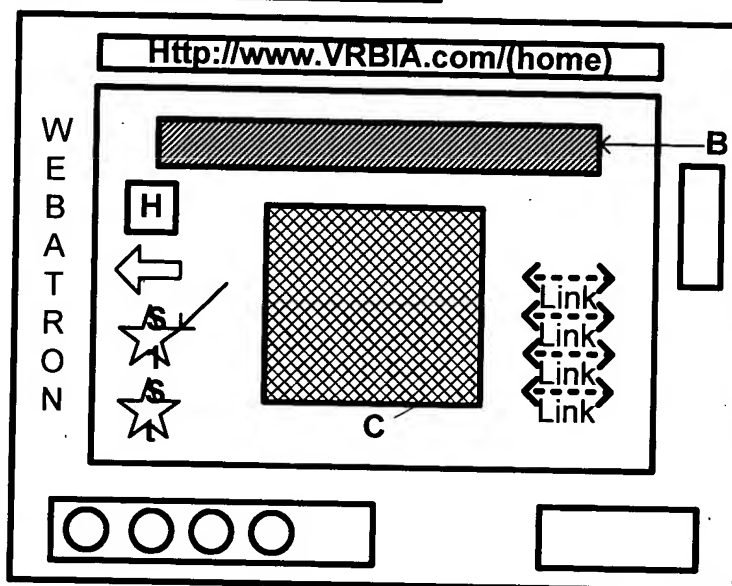


$T_2 = y_{\text{sec}}$

FIG. 10F

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$T_3 = z$   
FIG. 10G



$(T_4 = A)$

Target Event

FIG. 10H

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Webatron®

Choose Event: 

Define

P1

P2

P3

ONE LINK

AD BANNER

GEN. SITE

FIG. 11A

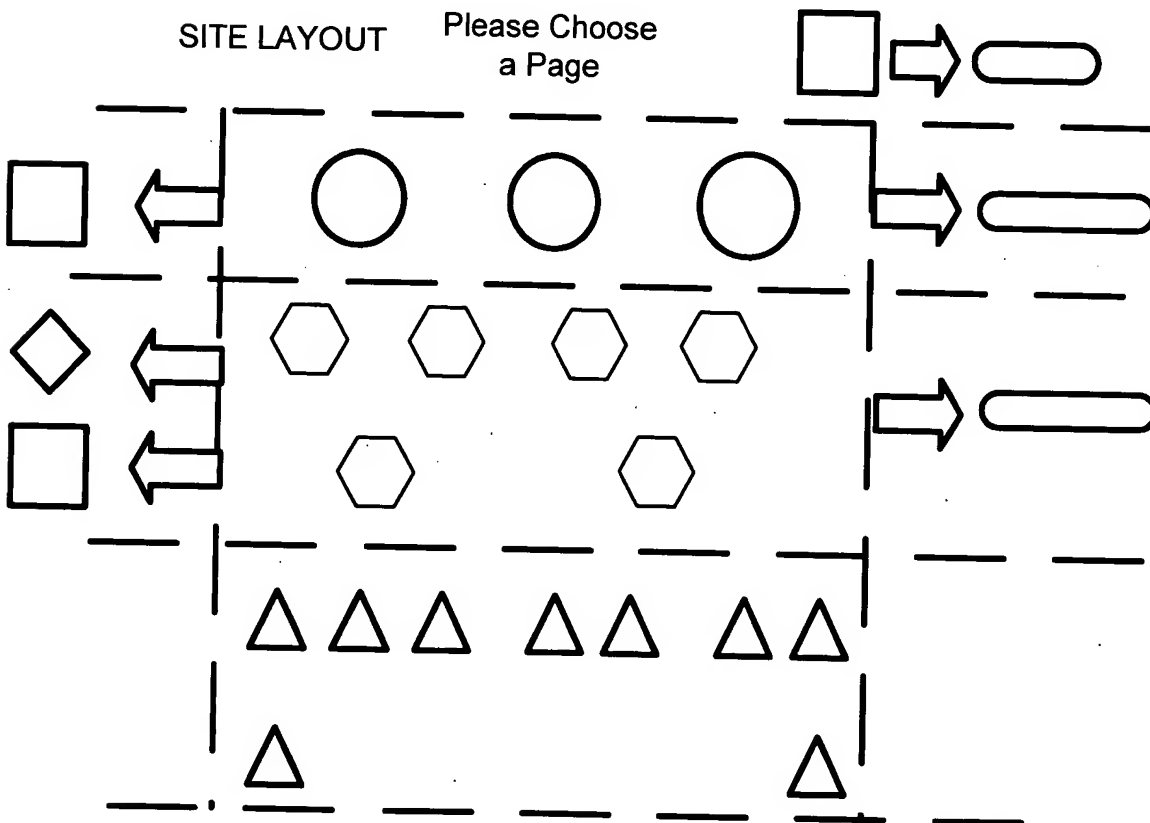


FIG. 11 B

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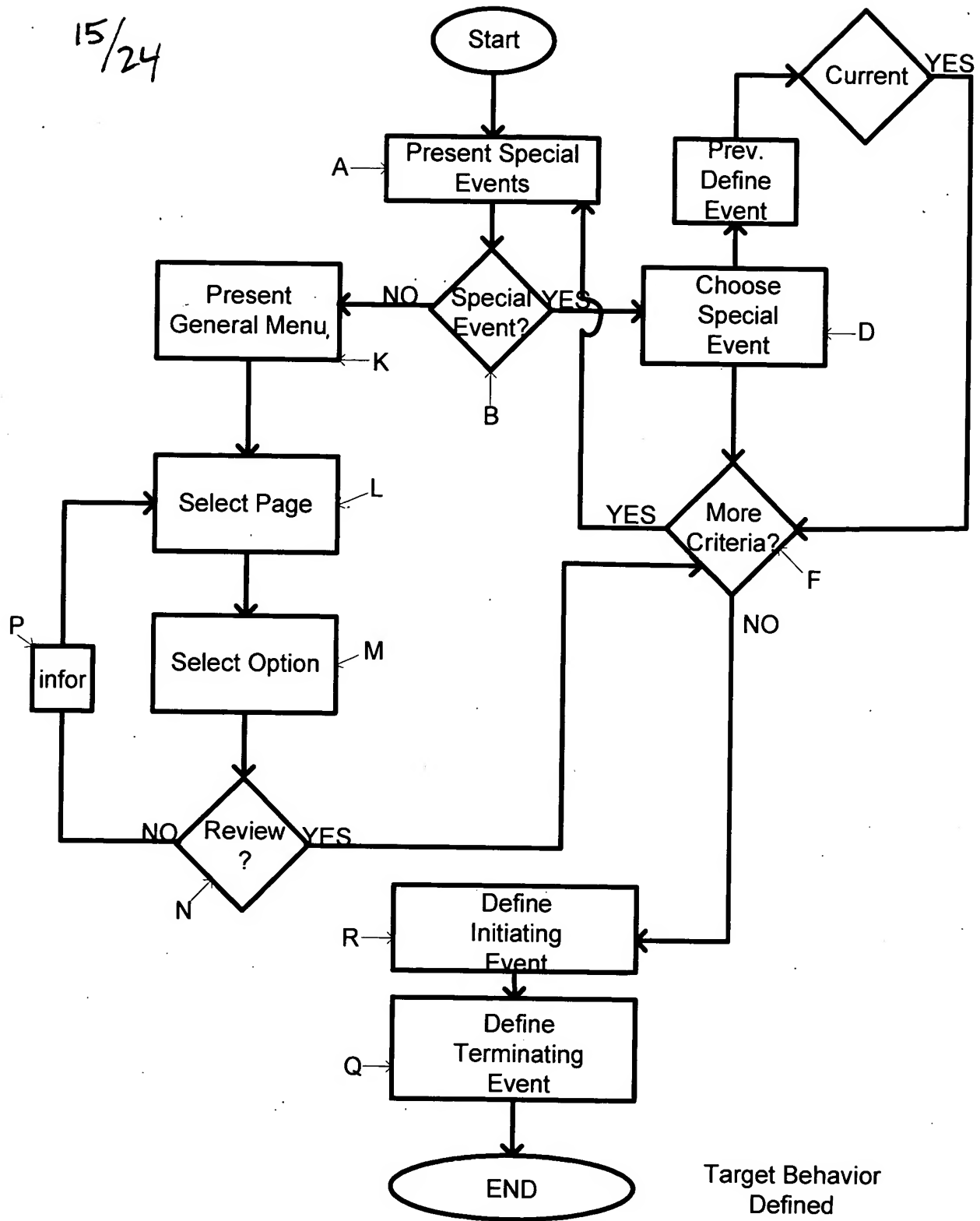


FIG. 11C

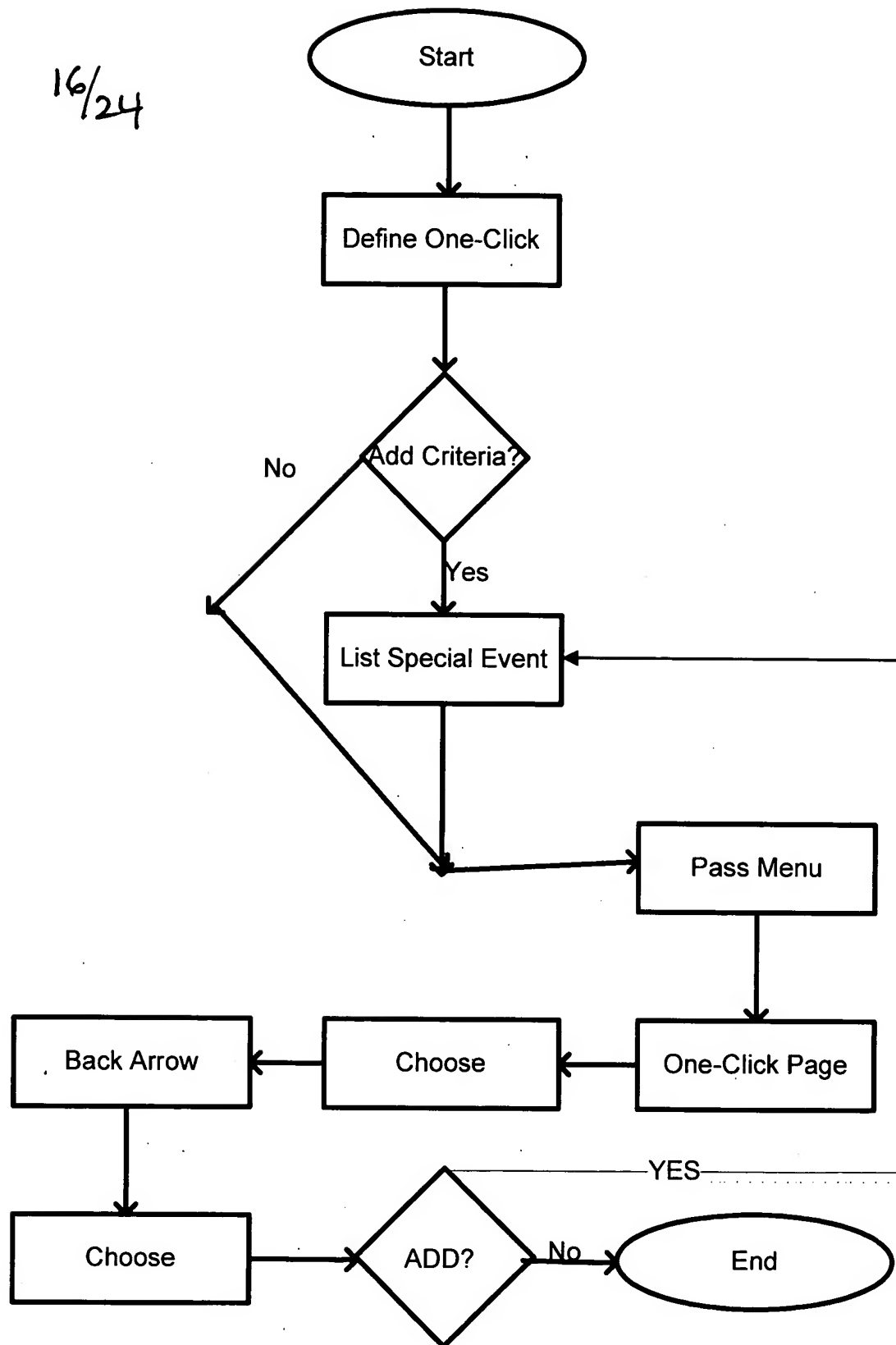
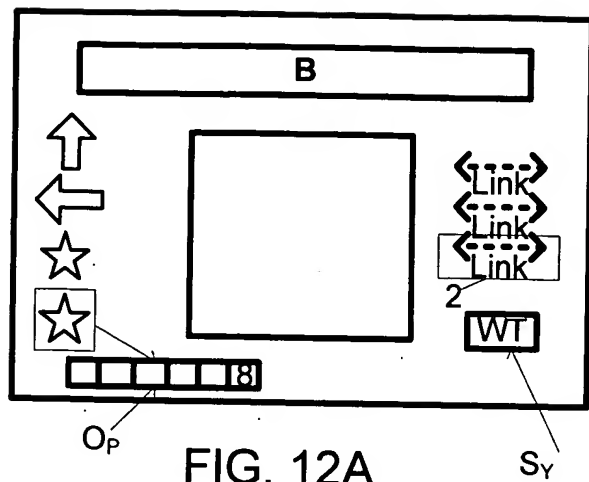
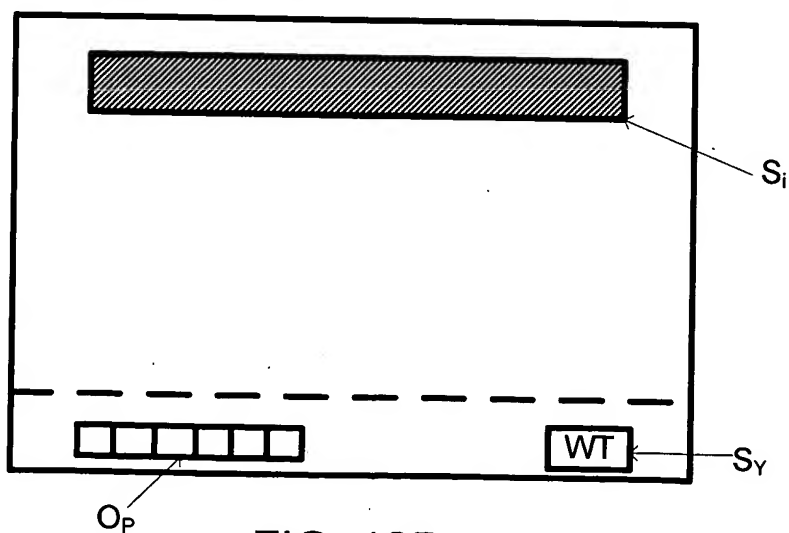
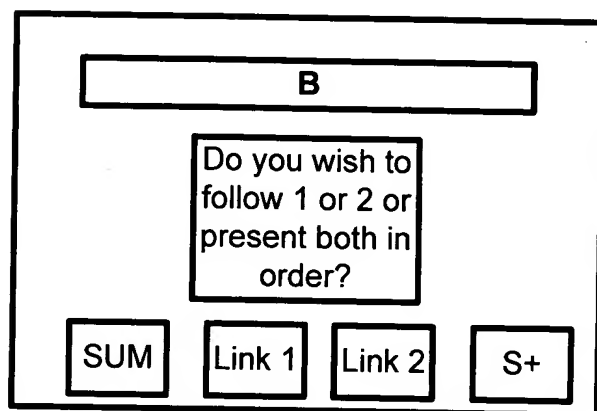
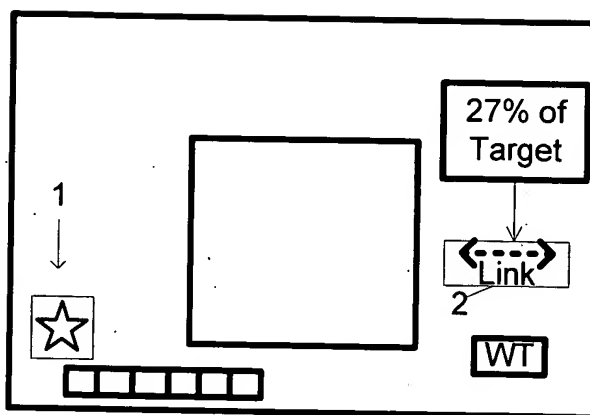


FIG. 11D





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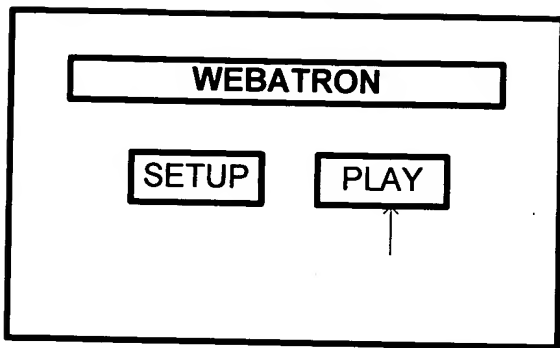


FIG. 13A

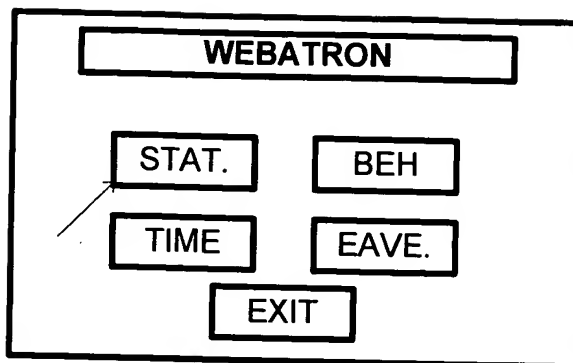


FIG. 13B

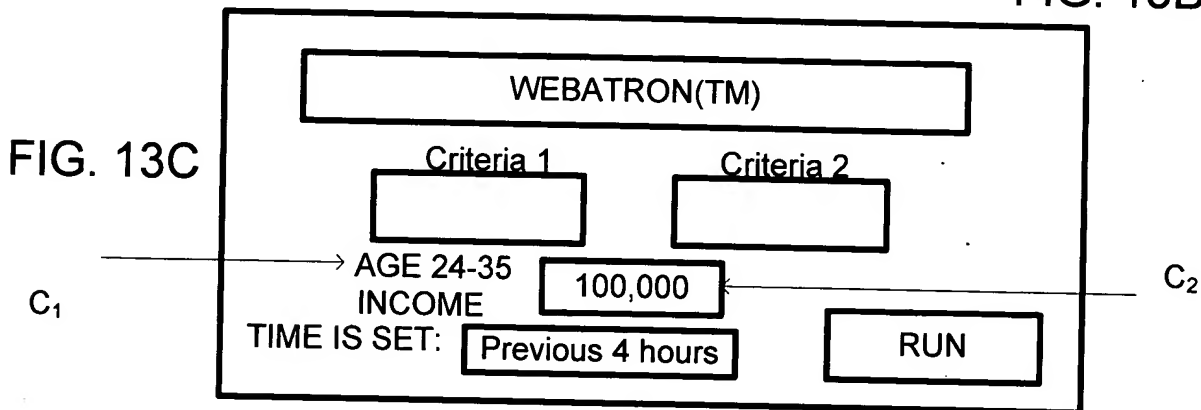


FIG. 13C

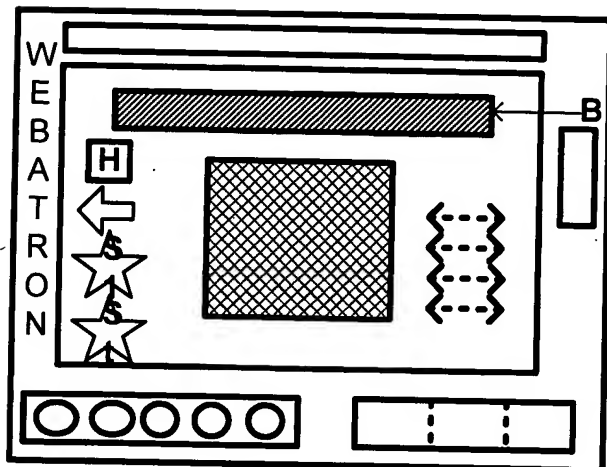


FIG. 14A  
(time =  $t_a$ )

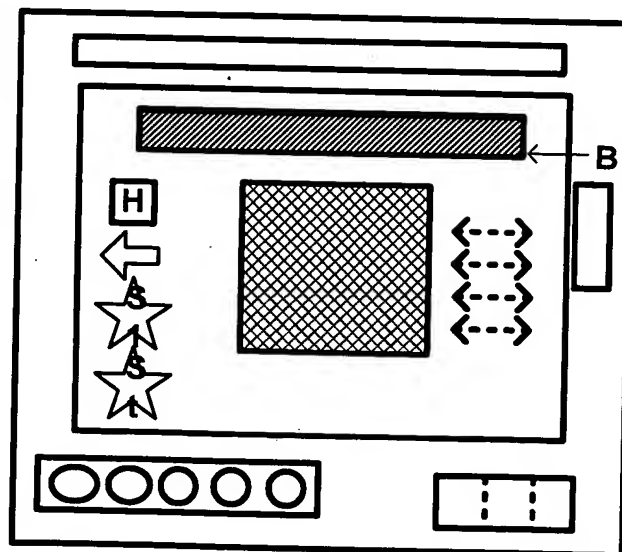


FIG. 14B

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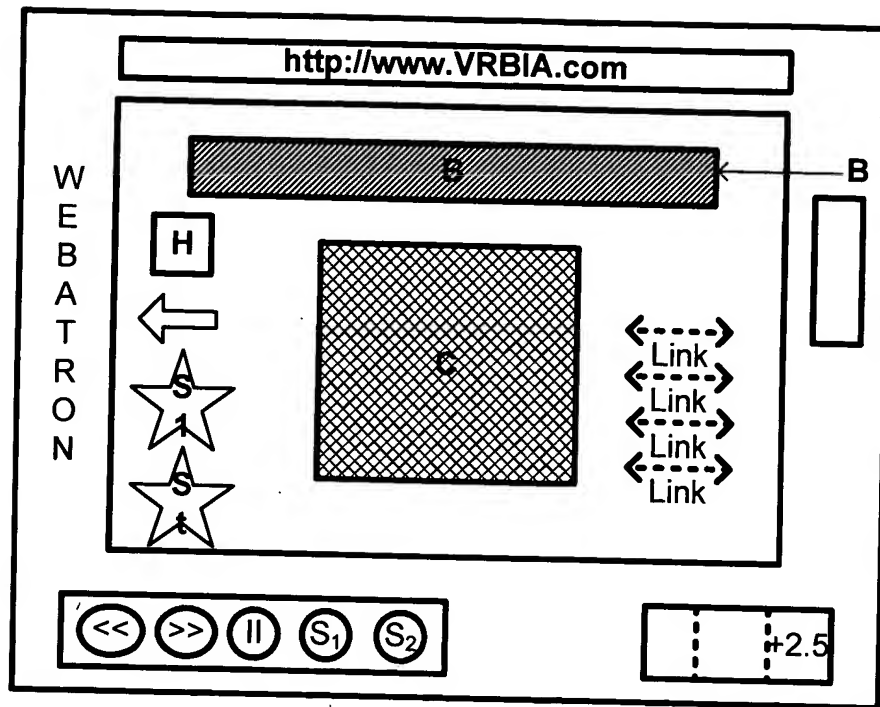


FIG. 14C

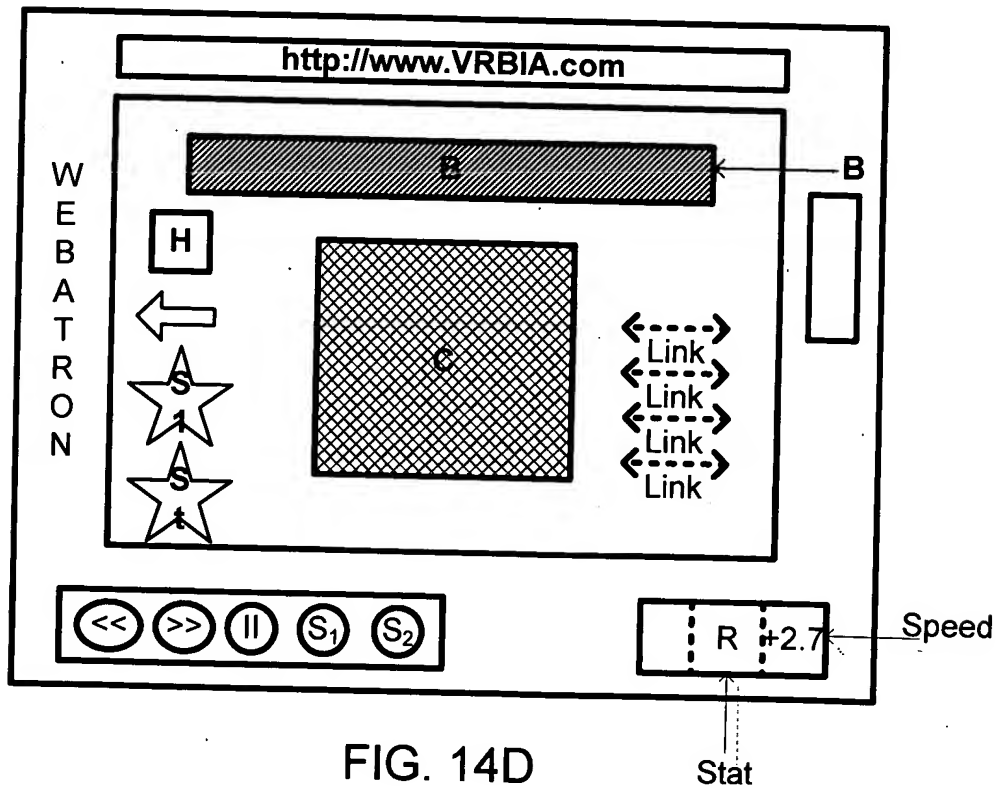


FIG. 14D

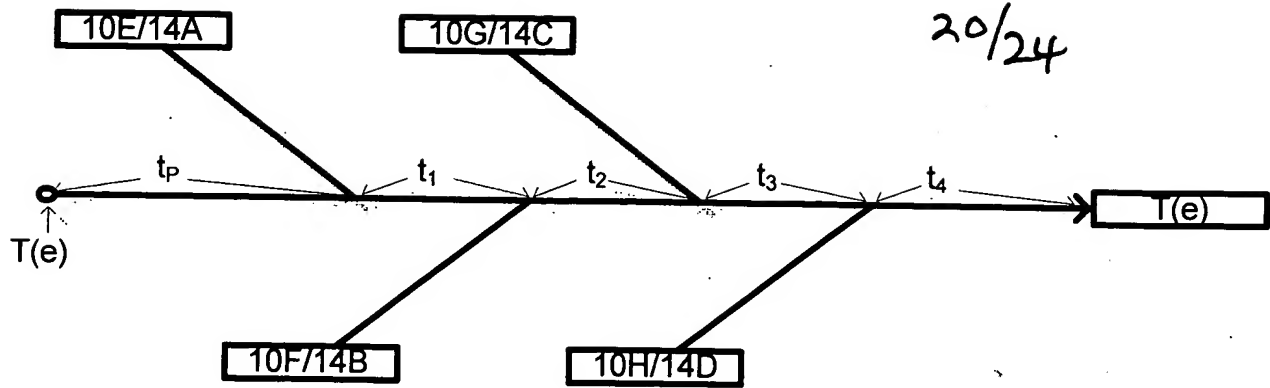


FIG. 15

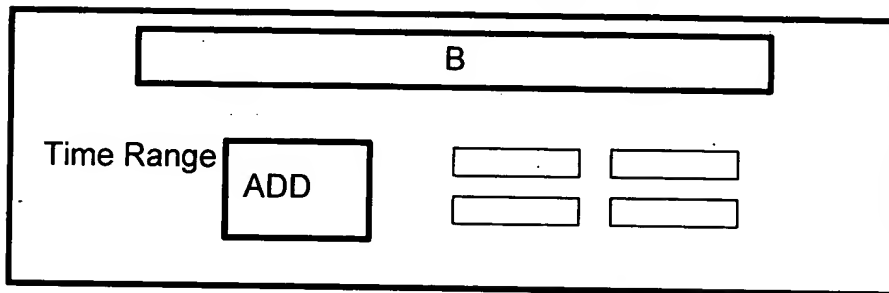


FIG. 16

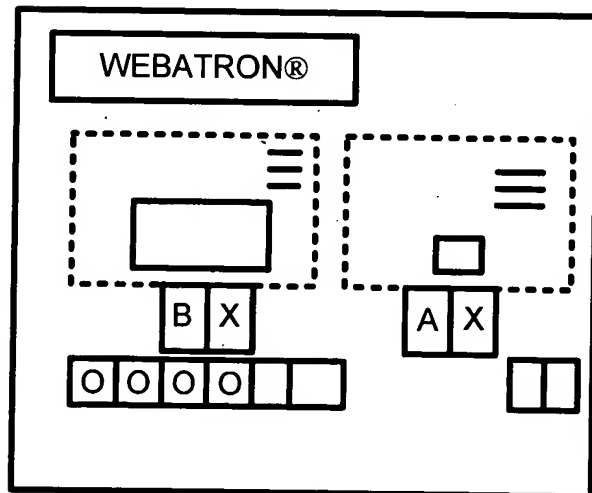


FIG. 17A

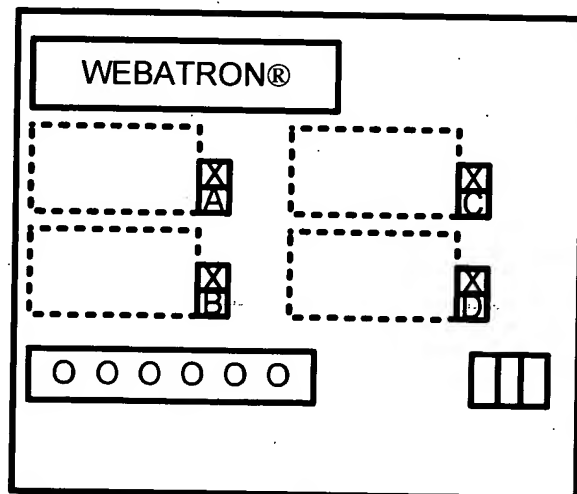


FIG. 17B

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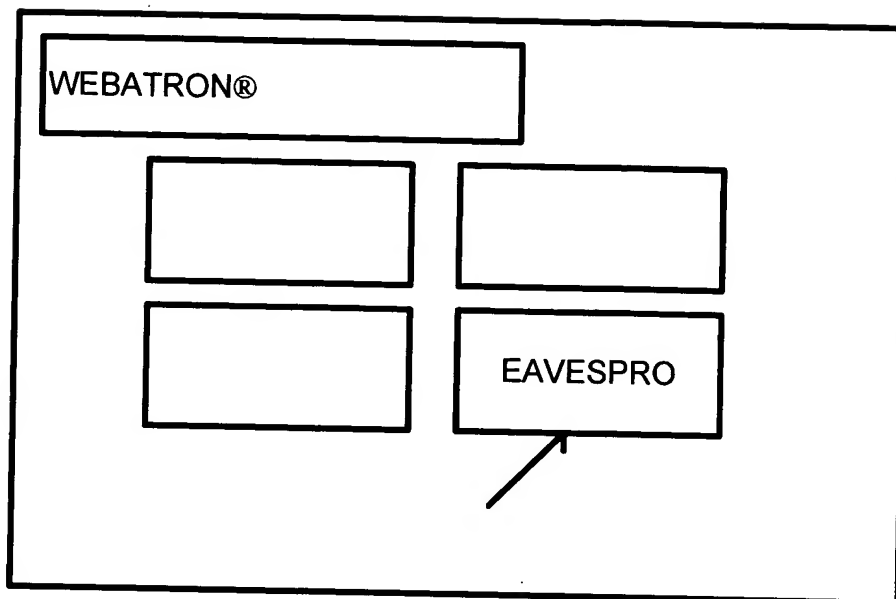


FIG. 18A

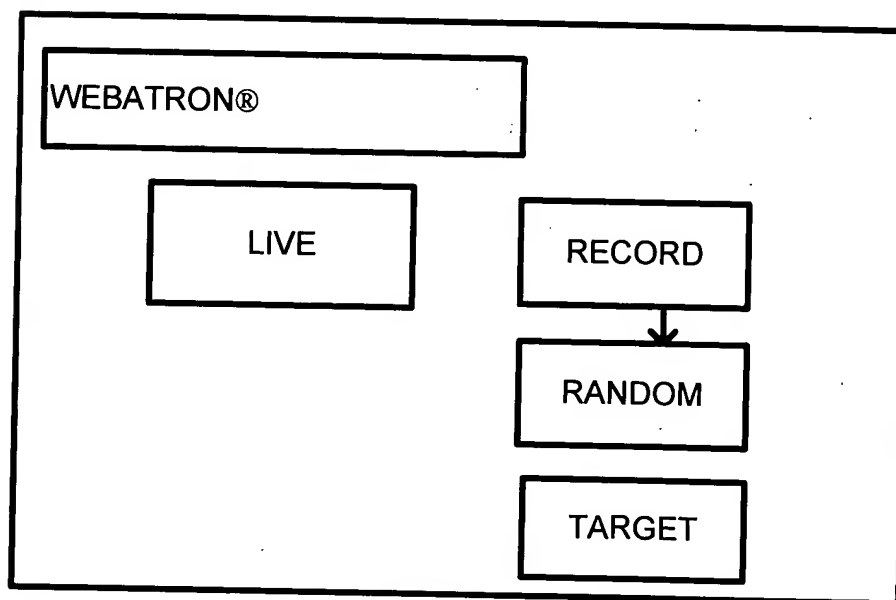


FIG. 18B

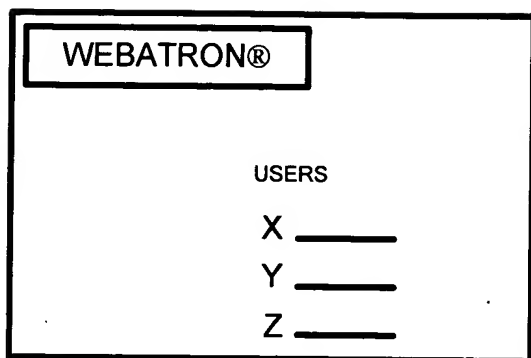


FIG. 20A

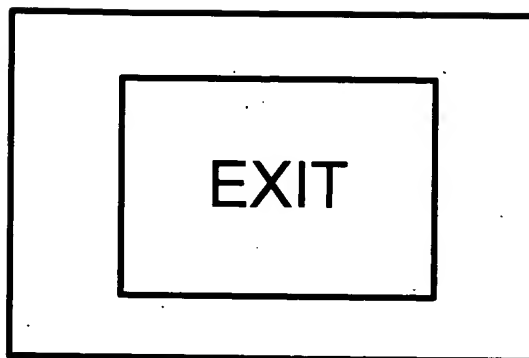


FIG. 20C

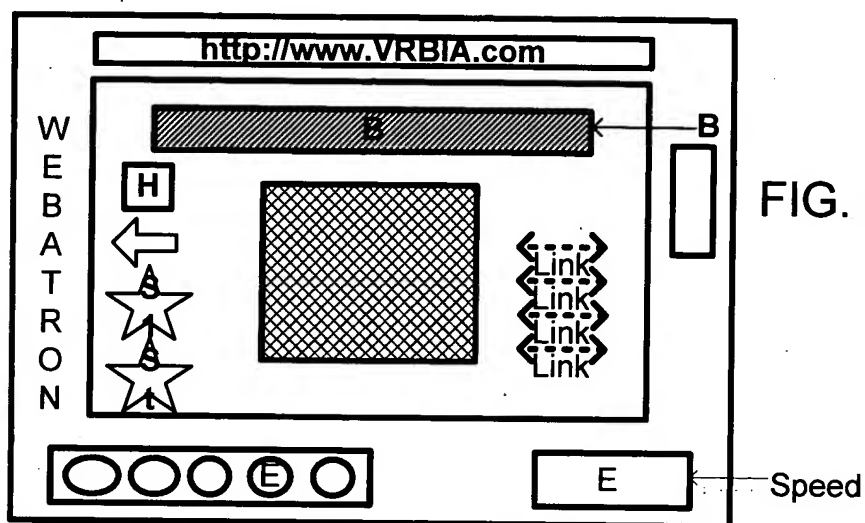


FIG. 20B

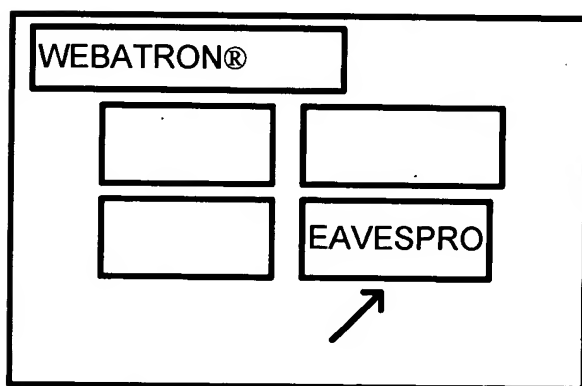


FIG. 18A

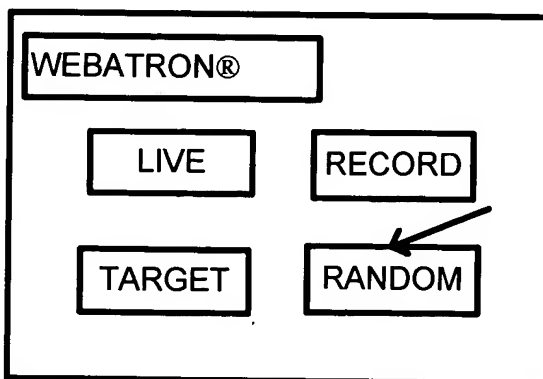


FIG. 18B

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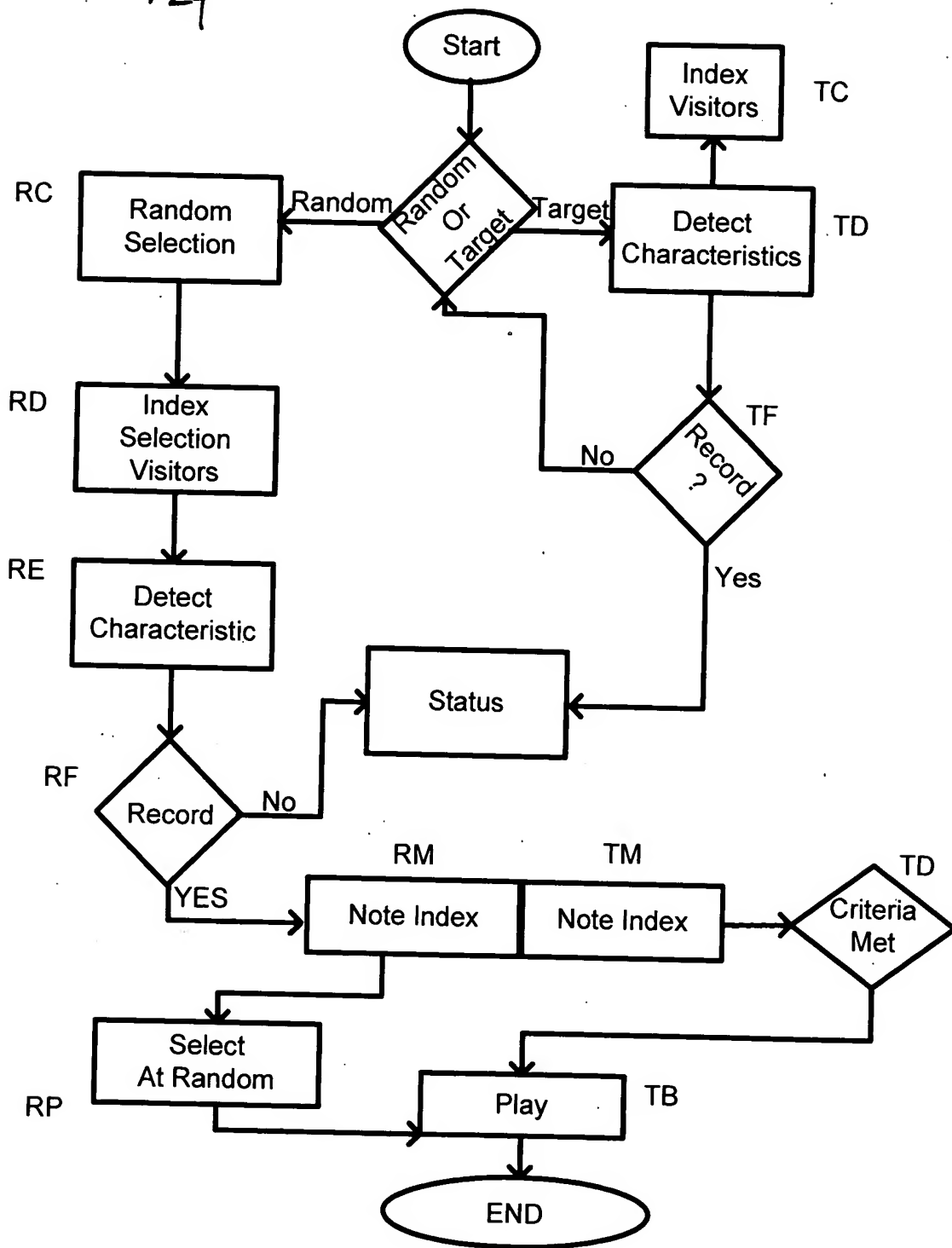


FIG. 19

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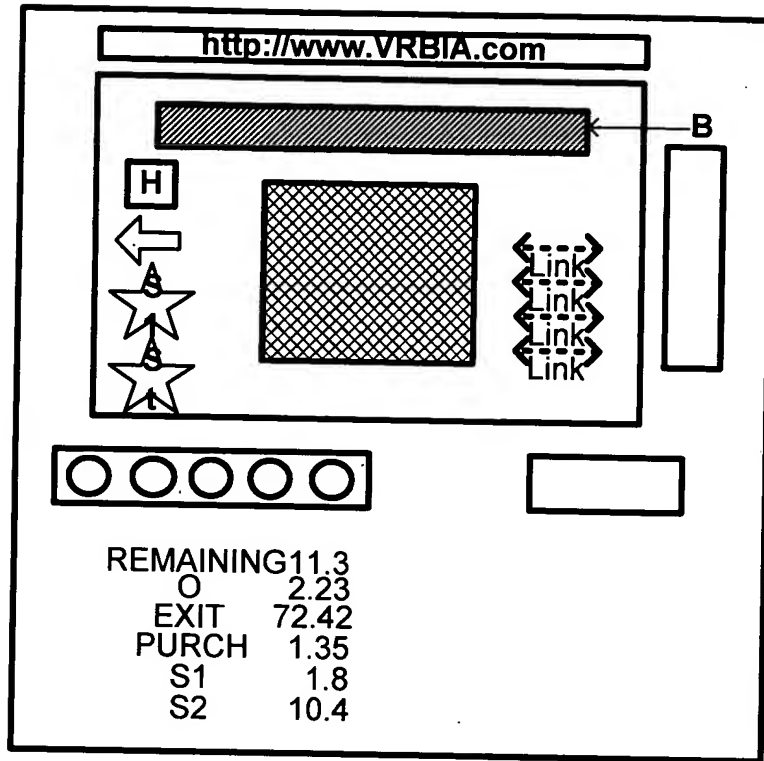


FIG. 21A

FIG. 21B

